

**METHOD AND APPARATUS  
FOR LISTING GOODS FOR SALE**

**ABSTRACT OF THE INVENTION**

5 A method for using a telephone to list a seller's good for sale on a website including the steps of receiving good-identifying information from a seller via a telephone and presenting the good for sale on a website. The good-identifying information may be received as a series of tones generated by depression of keys of a telephone. The tones may optionally be used to navigate through a voice prompt system or to provide information about the good, such as the good's UPC code, ISBN number and/or characteristics of the good. The seller's provision of a standard identification code allows the marketeer to retrieve information relating to the good from a database and to use such information to present the good for sale. Such information, and/or the characteristics provided by the seller that are specific to the good may optionally be used to set or recommend a price for the good.